

MAY 29, 2024

**Preliminary
Budget & TBID Investment
Overview
Fiscal Year 24-25**

PRESENTED BY NTCA STAFF



Budget & TBID Investment Overview

The North Tahoe Community Alliance (NTCA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental stewardship to benefit our residents, businesses, and visitors.

Our Pillars

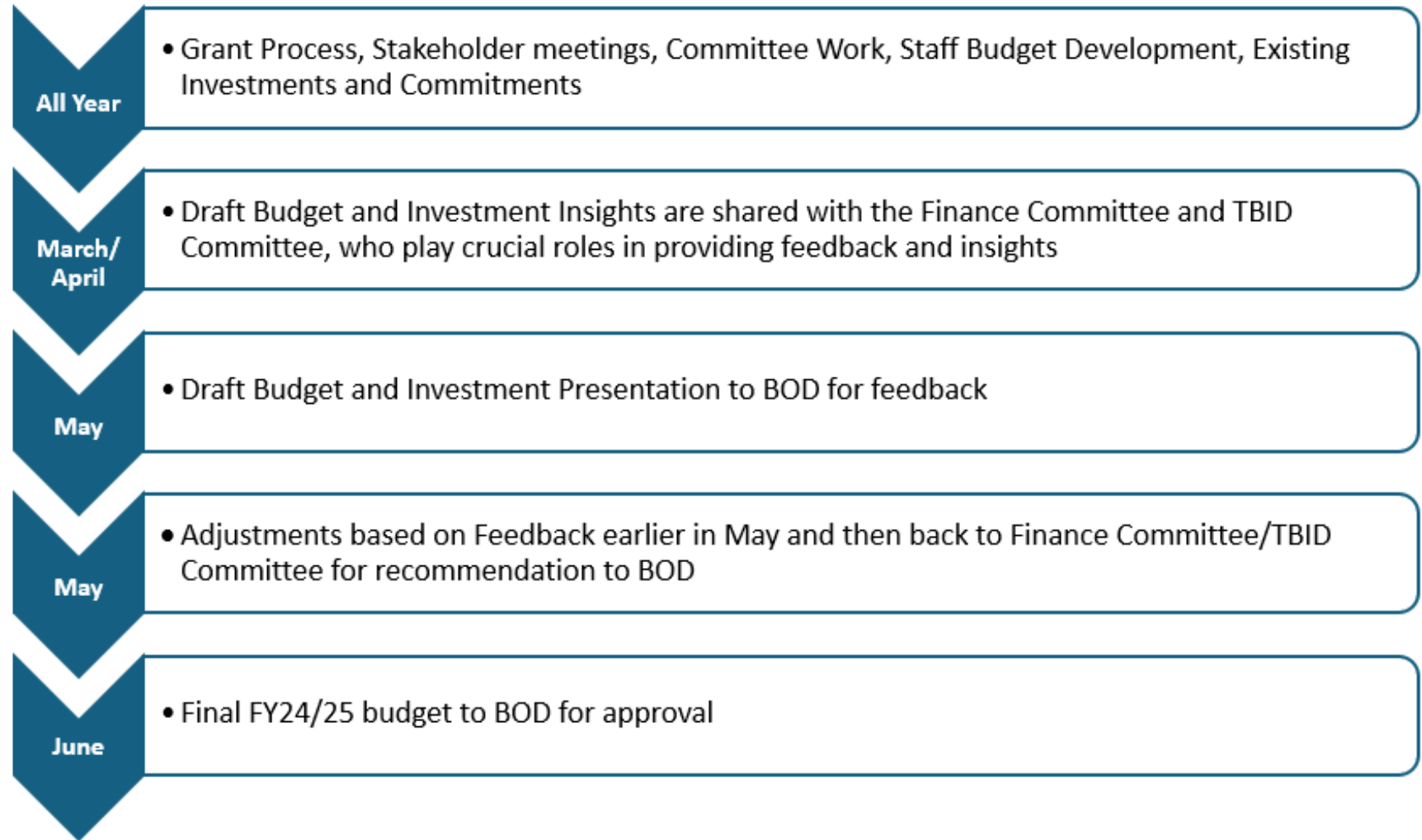
- 🏠 Economic Health
- 🏠 Community Vitality
- 🏠 Environmental Stewardship

Our Investment Strategies

- 🏠 Economic Development
- 🏠 Workforce Housing
- 🏠 Transportation
- 🏠 Environmental Stewardship & Tourism Impact Mitigation
- 🏠 Trails
- 🏠 Community Enhancement

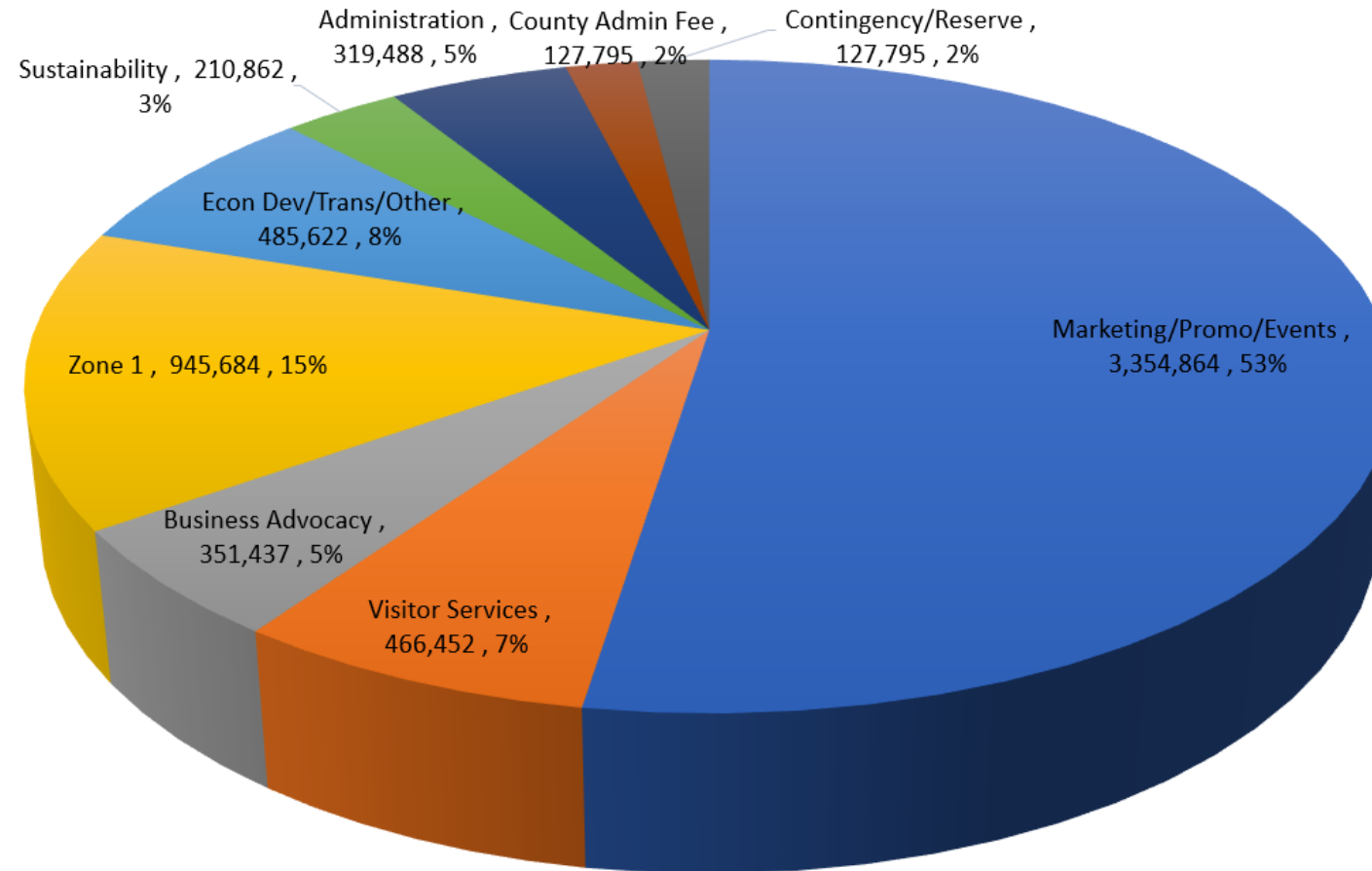


Budget and Investment Process



FISCAL 24/25 projected TBID collection

\$6,390,000 TOTAL



Budget Summary

Budget Summary Fiscal Year 24/25

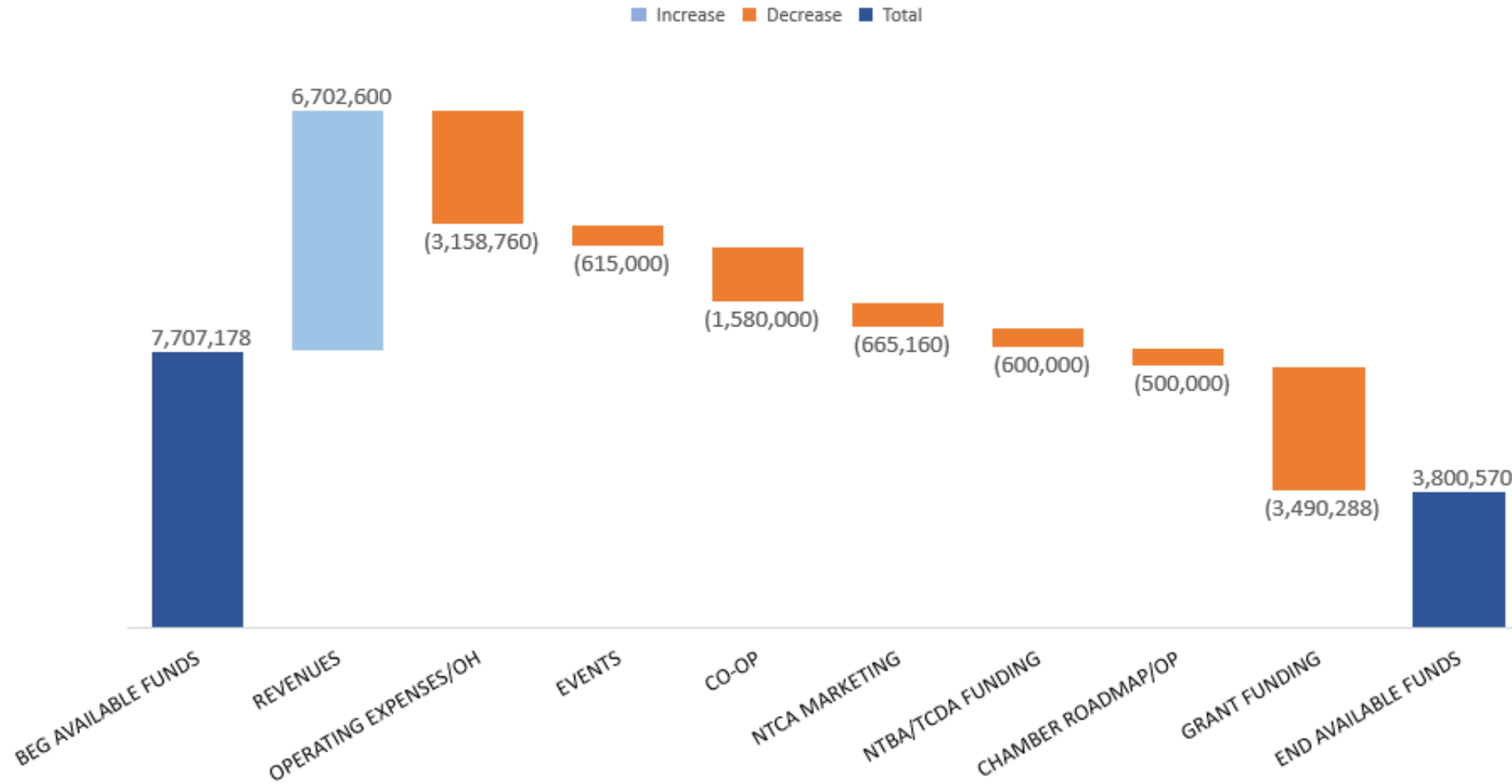
24/25 available funds		24/25 expenditures	24/25 Net results
14,409,778	Total	10,609,208	3,800,570
6,368,389	Marketing/Promo/Events	4,092,417	2,275,972
997,462	Visitor Services	727,270	270,192
499,938	Business Advocacy	499,938	
2,927,093	Zone 1	2,454,433	472,660
1,289,756	Econ Dev/Trans/Other	1,277,223	12,533
550,606	Sustainability	550,606	-
926,684	Administration	694,526	232,158
274,762	County Admin Fee	127,795	146,967
521,615	Contingency/Reserve	185,000	336,615
53,473	Chamber		53,473

Highlights

- TBID revenue of \$6.39m. Since inception, \$6.1m and \$7.1m were collected respectively
- Operating expenses up 4% reflecting a fully staffed NTCA and additional VIC expense
- \$665k in marketing including \$205k for Sponsorships and Ambassadors
- \$1.5m for the marketing collaboration with Travel North Tahoe Nevada
- \$500k for North Tahoe Chamber & Roadmap operations
- \$600k new funding model to support our Downtown Associations
- \$615k for sponsorship of local special events
- \$686k available for our second Annual Grant cycle in August 2024

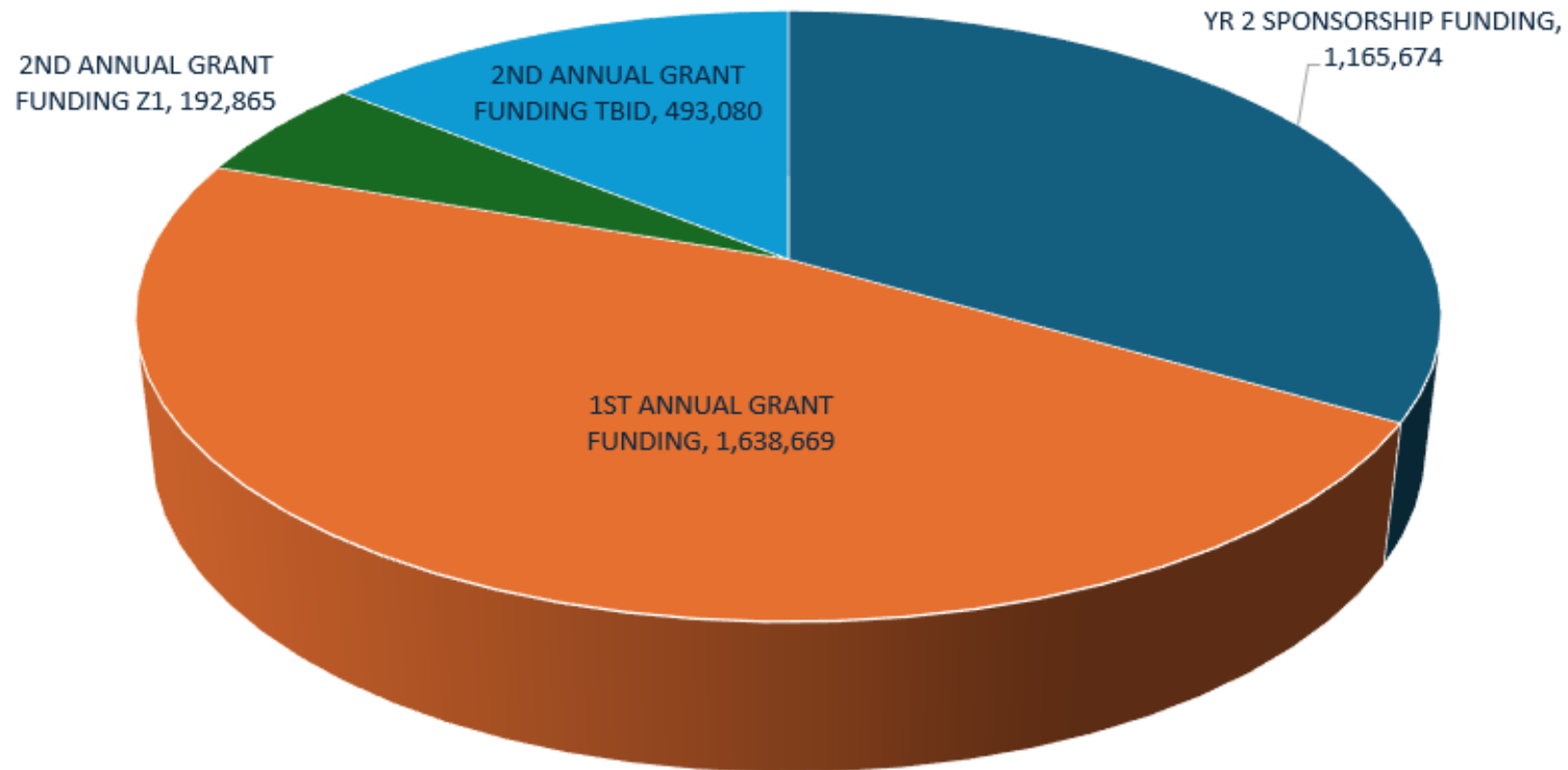
TBID Revenue	6,390,000
Prior Year Unspent Funds	7,707,178
VIC Revenue/Member dues	57,600
TOT Funds	150,000
Interest	105,000
Total available funds:	14,409,778
NTCA operating expenses and overhead	2,783,000
Taxes, Licenses, Fees	135,200
Board Functions	25,560
Professional Fees	65,000
Events	615,000
Coop Contributions	1,580,000
NTCA marketing including Sponsorships and Ambassadors	665,160
New NTBA/TCDA Funding model	600,000
North Tahoe Chamber & Roadmap operations	500,000
Housing Hub	150,000
Grant Cycle	3,490,288
Total expenditures	10,609,208
Net results:	3,800,570

BUDGET SUMMARY FISCAL 24/25

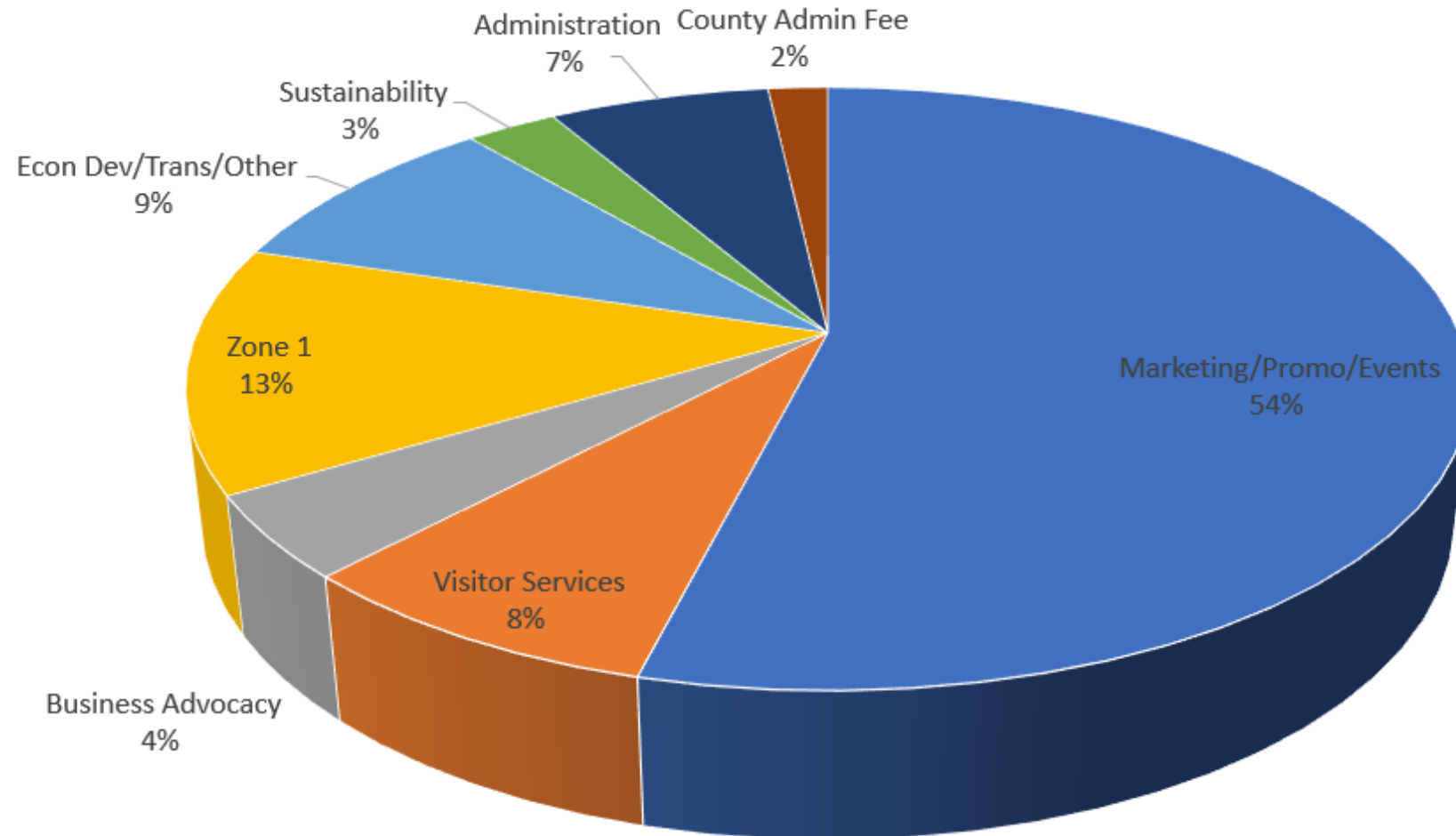


FISCAL 24/25 GRANT FUNDING

\$3,490,288 TOTAL



FISCAL 24/25 EXPENDITURE LESS GRANTS





Thank you!



TOT-TBID DOLLARS AT WORK

The TOT-TBID Dollars At Work program reinvests TBID and TOT dollars generated in North Lake Tahoe in support of initiatives that contribute to community vitality, economic health and environmental stewardship to the benefit of residents, businesses, and visitors.



El programa Dólares en Acción De TOT-TBID reinvierte los dólares generados por el TBID y el TOT en North Lake Tahoe en apoyo de iniciativas que contribuyen a la vitalidad de la comunidad, la salud económica y la protección del medio ambiente en beneficio de residentes, empresas y visitantes.



**ENVIRONMENTAL
STEWARDSHIP &
TOURISM IMPACT
MITIGATION**

BEBOT BEACH CLEANING ROBOT



TOT-TBID Dollars At Work Investment
\$345,000

THIS SUMMER, at both public and private beaches along the North Shore of Lake Tahoe, the BEBOT all-electric sand sifting robot will be out removing debris from beach sand up to a depth of four inches, removing plastics, organic and inorganic debris, in a critical effort to maintaining Lake Tahoe's renowned water quality and clarity. BEBOT is integral to combating litter buried beneath the surface of Tahoe's beaches, including the plastic trash that breaks down into microplastics and becomes impossible to remove.



THE TOT-TBID DOLLARS AT WORK PROGRAM reinvests TBID and TOT dollars generated in North Lake Tahoe in support of initiatives that contribute to community vitality, economic health, and environmental stewardship to the benefit of residents, businesses, and visitors.



Over the last year, committees comprised of local community leaders recommended this funding to be reinvested in projects that span:



**WORKFORCE
HOUSING**



**ENVIRONMENTAL
STEWARDSHIP &
TOURISM IMPACT
MITIGATION**



**TRAIL
TRANSIT
CORRIDOR**



TRANSPORT



**COMMUNITY
ENHANCEMENT**



LEARN MORE AT:
northtahoecommunityalliance.com



WEBSITE



NORTH LAKE TAHOE
NTCA
COMMUNITY ALLIANCE

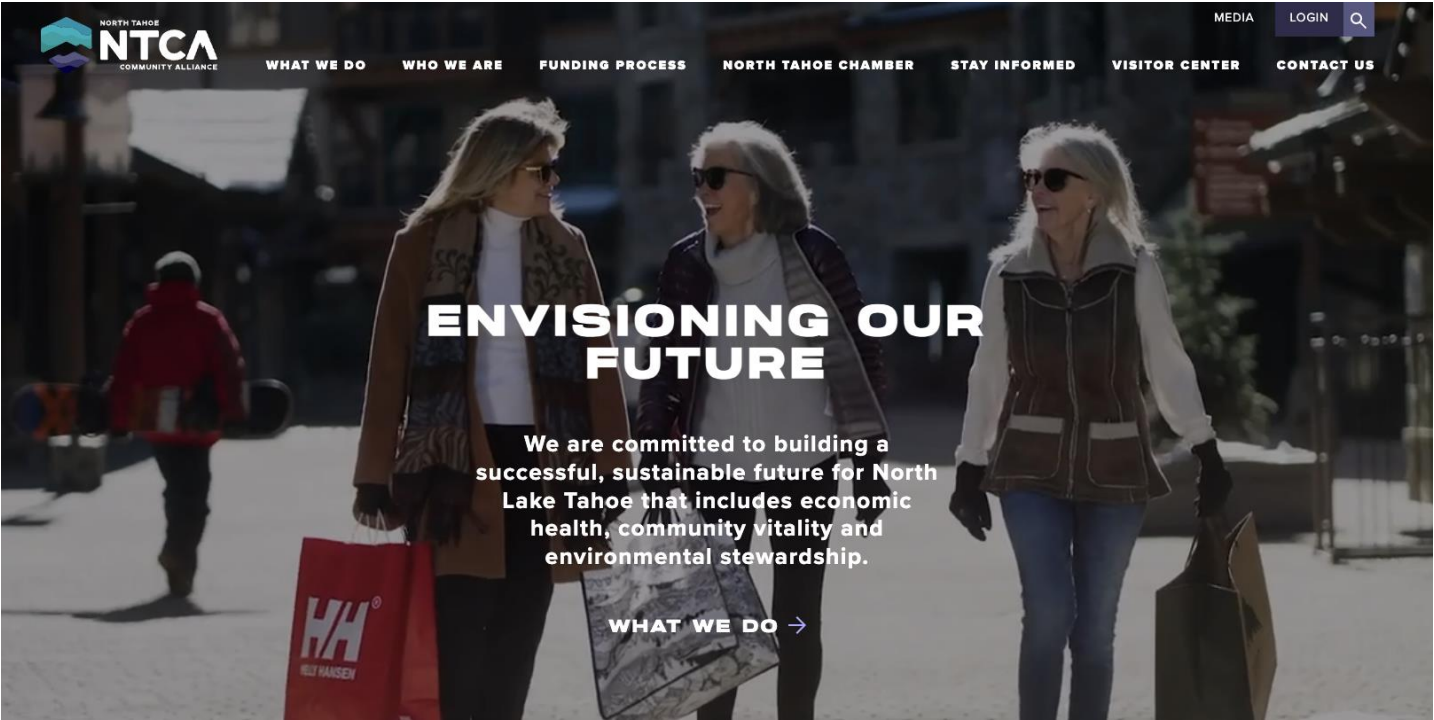
ENVISIONING OUR FUTURE

We are committed to building a successful, sustainable future for North Lake Tahoe that includes economic health, community vitality and environmental stewardship.

WHAT WE DO →

OUR INVESTMENTS

 **Realizing Our Vision:** Our efforts are focused on creating a distinctive



NORTH LAKE TAHOE
NTCA
COMMUNITY ALLIANCE

MEDIA LOGIN

WHAT WE DO **WHO WE ARE** **FUNDING PROCESS** **NORTH LAKE TAHOE CHAMBER** **STAY INFORMED** **VISITOR CENTER** **CONTACT US**

ENVISIONING OUR FUTURE

We are committed to building a successful, sustainable future for North Lake Tahoe that includes economic health, community vitality and environmental stewardship.

WHAT WE DO →

Economic Development

- Destination Marketing for North Lake Tahoe
- Collaborative Roadmap between North Tahoe Chamber, NTBA, and TCDA
- North Lake Tahoe Visitors Information Centers in Kings Beach and Tahoe City
- Shop Local Program
- Event Funding
- Tahoe Backyard Microbusiness Incubator

SMARINSIGHTS

In June 2023, an Advertising Effectiveness Research study was completed by a third-party company, SMARInsights. The goal was to conduct advertising effectiveness research on the 2022-2023 consumer campaign. The results showed the success of campaigns including:

- With a media investment of \$645,516, the campaign returned \$756 for each \$1 invested – up from \$283 in 2018-2019, when the study was last conducted. This is among the strongest that SMARInsights has ever measured.
- The campaign influenced about 245,000 North Lake Tahoe trips – up from 125,000 ad-influenced trips in 2018-2019. The campaign influenced about \$488 million in North Lake Tahoe visitor spending – up from \$205 million in 2018-2019.
- Translating the ad-influenced trips into paid lodging nights shows that the campaign generated about 731,000 room nights – up from 320,000 in 2018-2019.
- Ad-influenced visitor spending translated into \$36.5 million in sales tax and \$9.6 million in lodging tax – up from \$15.4 million and \$3.3 million respectively in 2018-2019.



north lake tahoe
it's human nature

NORTH TAHOE CHAMBER

- 🏡 Re-launch the NT Chamber programs
- 🏡 Launch of the Roadmap
- 🏡 UC Davis partnership at TC VIC
- 🏡 Kings Beach location coming soon



Workforce Housing

- ❖ Tahoe Housing Hub & ADU Accelerator
- ❖ Workforce Housing Preservation Program
- ❖ Placemate / Lease To Locals
- ❖ Sierra Community House Workforce Housing Advocacy & Direct Assistance Program



 **TAHOE
HOUSING HUB**

Transportation

- ❖ TART Connect expanded service hours
- ❖ Parking Management program
- ❖ US 64 Acre Snow Removal to support Park & Ride
- ❖ North Lake Tahoe Workforce Vanpool



Environmental
Stewardship
&
Tourism
Impact Mitigation

- ❖ Ambassadors
- ❖ BEBOT Beach Cleaning Robot
- ❖ Tahoe Wildfire Preparedness Guide
- ❖ Secline Beach Enhancement Planning & Design
- ❖ Clean Up The Lake Deep Dive pilot project & Litter Education Awareness program



MAKE A CLEAR DIFFERENCE

North Lake Tahoe
Sponsored · 🌐

Enjoy wildlife from a safe distance. Black bears, coyotes, mule deers, and a multitude of birds all call North Lake Tahoe home.




<https://www.gotahoenorth.co...>
Make It Clearly Safe [Learn more](#)

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

Help protect the region by leaving no trace, respecting wildlife and staying informed. Make a clear difference and leave North ...See more




Make A Clear Difference [Learn more](#) [See](#)

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

Always remember to leave no trace by packing out what you pack in. Make a clear difference and help us keep North Lake Tahoe ...See more



<https://www.gotahoenorth.co...>
Make A Clear Impact [Learn more](#)

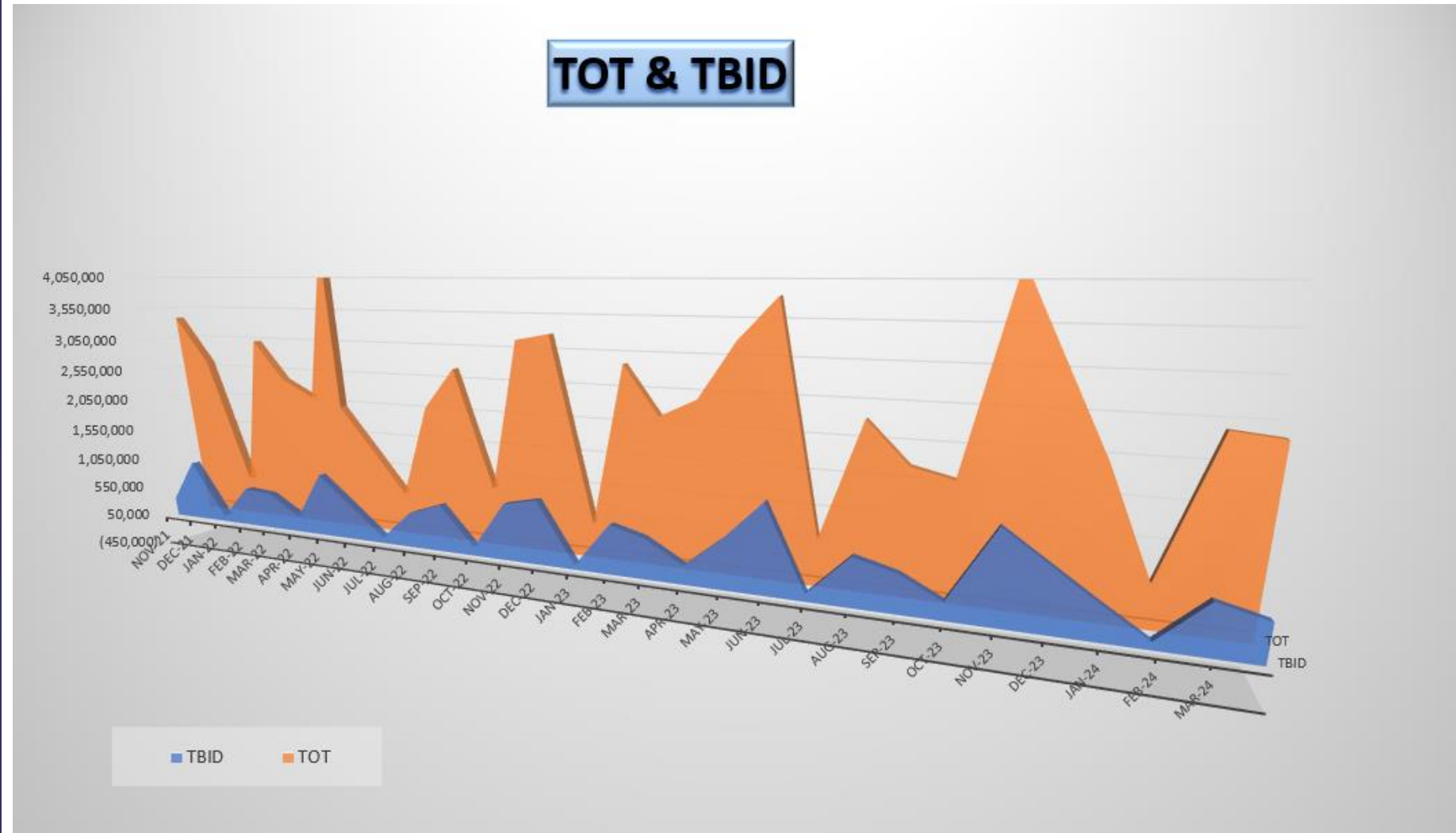
Like Comment Share

PARTNERSHIPS

- 🏔️ Lake Tahoe Water Trail
- 🏔️ Lake Tahoe Bicycle Coalition
- 🏔️ Sierra Nevada Alliance & Truckee Trails Ambassador programs
- 🏔️ Short Term Rental visitor facing behavior guidelines
- 🏔️ TCPUD Recreation programs, AYSO, NTLL, NT High School Band



TOT-TBID Correlation



Budget Comparison

	FY 22-23	FY 23-24	FY 24-25		
	Actuals	Adopted Budget	Proposed Budget	Budget variance	%
TBID Revenue	7,063,187	6,240,000	6,390,000	150,000	2.4%
Prior Year Unspent Funds	5,211,068	5,553,800	7,707,178		
VIC Revenue (net of CGS)	46,617	31,200	32,000	800	2.6%
Membership Dues & Activities	31,608	25,000	25,600	600	2.4%
Interest	256		105,000	105,000	
TOT Funds		150,000	150,000	-	
TOTAL REVENUE	12,352,736	12,000,000	14,409,778	256,400	
Salaries & Wages	1,424,815	2,135,374	2,262,600	127,226	6.0%
Rent & Utilities	198,816	198,039	202,800	4,762	2.4%
Phone/Internet	15,441	20,512	21,000	487	2.4%
Supplies & Mail	119,338	35,568	36,400	832	2.3%
Maintenance, Support, Repairs, Etc.	61,993	67,243	69,000	1,757	2.6%
Depreciation	3,680		15,000		
Insurance	11,328	15,600	16,000	400	2.6%
Taxes, Licenses, Fees	82,655	147,940	135,200	(12,740)	-8.6%
Dues, Subscriptions, etc	42,385	21,632	22,200	568	2.6%
Board Functions	44,001	24,960	25,560	600	2.4%
Staff expenses	20,767	33,072	34,000	928	2.8%
Professional Fees	268,193	144,560	65,000	(79,560)	-55.0%
Leadership Development	1,000	1,040	6,000	4,960	476.9%
Staff Recognition/Education	2,000	1,768	8,000	6,232	352.5%
Kings Beach VIC Rent & Utilities & maintenance		134,600	60,000	(74,600)	-55.4%
VIC improvements		55,000	30,000	(25,000)	-45.5%
Housing Hub			150,000		
NTBA/TCDA Funding	362,550	350,000	600,000	250,000	71.4%
Events	479,895	615,000	615,000	-	0.0%
Co-Op Contributions	1,440,000	1,500,000	1,580,000	80,000	5.3%
Non-Co-Op marketing:					
Content / Web / photo/video	191,120	160,400	137,460	(22,940)	-14.3%
Media Spend TOT-TBID Dollars At Work / NTCA / Chamber		280,000	180,000	(100,000)	-35.7%
Printing/Production & translation /graphic design/swag	128,502	145,000	63,500	(81,500)	-56.2%
Conferences		2,000	7,200	5,200	260.0%
Signage			72,000	72,000	
Sponsorships / Ambassadors		5,000	205,000	200,000	4000.0%
			-	-	
Business Community Support Events & Activities:		-		-	
Business Community Support Marketing		100,000	100,000	-	0.0%
Membership Luncheon, Community Celebration	51,193	150,000	150,000	-	0.0%
Membership Activities, Mixers, CEO Lunch, Breakfast Club, Business Advocacy & Support, Economic/Workforce Development, New Business Recruitment, Workshops	6,879	250,000	250,000	-	0.0%
Bad debt	25,123			-	
Total Grants and sponsorship 24/25		2,870,000	3,490,288	620,288	21.6%
TOTAL EXPENDITURES	4,981,674	9,464,308	10,609,208	1,144,900	
NET RESULTS	7,371,062	2,535,692	3,800,570		

Sponsorship & Annual Grant Cycle Forecast

Proposed allocated TBID Funds:						
	FY 23/24	FY 24/25	FY 25/26	FY 26/27	Total	
3 YR Sponsorship (Total available for each cycle)	3,010,558				3,010,558	50%
Grant Program (annual)	1,638,669	384,889	384,889		2,408,447	40%
Out of Cycle		90,317	90,317		180,634	3%
Flex Fund		210,739	210,739		421,478	7%
Total available	4,649,227	685,945	685,945		6,021,117	
TBID: Cashflow						
	FY 23/24	FY 24/25	FY 25/26	FY 26/27	Total	
3 YR Sponsorship (per year)	555,989	1,165,674	839,664	449,231	3,010,558	
Grant Program (annual)		2,023,558	384,889	-	2,408,447	
Out of Cycle		90,317	90,317		180,634	
Flex Fund		210,739	210,739		421,478	
Funding per fiscal year	555,989	3,490,288	1,525,609	449,231	6,021,117	
Zone 1 / TBID split						
	FY 23/24	FY 24/25	FY 25/26	FY 26/27	Total	
Z1 sponsorship funding	132,200	562,616	292,323	157,861	1,145,000	50%
Z1 annual		837,636	78,365		916,000	40%
Z1 cycle		34,350	34,350		68,700	3%
Z1 flex		80,150	80,150		160,300	7%
Z1 total	132,200	1,514,752	485,188	157,861	2,290,000	
TBID sponsorship funding	423,789	603,058	547,341	291,370	1,865,558	50%
TBID annual		1,185,922	306,524		1,492,447	40%
TBID cycle		55,967	55,967		111,934	3%
TBID flex		130,589	130,589		261,178	7%
TBID total	423,789	1,975,536	1,040,421	291,370	3,731,117	
Total Z1 / TBID	555,989	3,490,288	1,525,609	449,231	6,021,117	

Three Year Forecast

Potential allocation per MDP

FY 23/24	current year				
	beg fund bal	results	available funds	Grants	end fund bal
Marketing/Promo/Events	3,188,077	(149,553)	3,038,524	25,000	3,013,524
Visitor Services	515,694	13,316	529,010	30,000	499,010
Business Advocacy	100,125	48,376	148,501	-	148,501
Zone 1	1,695,341	418,268	2,113,609	132,200	1,981,409
Econ Dev/Trans/Other	913,420	190,714	1,104,134	300,000	804,134
Sustainability	274,718	113,815	388,533	48,789	339,744
Admin	345,847	26,349	372,196	20,000	352,196
County Admin Fee	85,345	61,622	146,967		146,967
Contingency/Reserve	263,644	130,176	393,820		393,820
	7,382,211	853,083	8,235,294	555,989	7,679,305
FY 24/25	current year				
	beg fund bal	results	available funds	Grants	end fund bal
Marketing/Promo/Events	3,013,524	(487,553)	2,525,971	250,000	2,275,971
Visitor Services	499,010	(78,818)	420,192	150,000	270,192
Business Advocacy	148,501	35,119	183,620	183,620	-
Zone 1	1,981,409	6,003	1,987,412	1,514,752	472,660
Econ Dev/Trans/Other	804,134	(161,097)	643,037	643,037	-
Sustainability	339,744	15,062	354,806	343,879	10,927
Admin	352,196	101,568	453,764	220,000	233,764
County Admin Fee	146,967		146,967		146,967
Contingency/Reserve	393,820	127,795	521,615	185,000	336,615
	7,679,305	(441,921)	7,237,384	3,490,288	3,747,096
FY 25/26	current year				
	beg fund bal	results	available funds	Grants	end fund bal
Marketing/Promo/Events	2,275,971	(655,847)	1,620,124	250,000	1,370,124
Visitor Services	270,192	(90,605)	179,587	150,000	29,587
Business Advocacy	-	37,070	37,070	37,070	-
Zone 1	472,660	129,924	602,584	485,188	117,396
Econ Dev/Trans/Other	-	21,880	21,880	21,880	-
Sustainability	10,927	37,354	48,281	48,281	-
Admin	233,764	(6,104)	233,764	221,000	12,764
County Admin Fee	146,967		146,967		146,967
Contingency/Reserve	336,615	131,118	467,733	312,190	155,543
	3,747,096	(395,210)	3,357,990	1,525,609	1,832,381

NTCA FISCAL YEAR 2024/25 BUDGET SUMMARY												
		52.500%	7.300%	5.500%	14.800%	7.600%	3.300%	5.000%	2.000%	2.000%		
	Total	Marketing/Promo	Visitor Services	Business Advocacy	Zone 1	Econ Dev/Trans/Oth	Sustainability	Administratio	County Admin Fee	Contingency	Membership Dues	Administrative
TBID Revenue	6,390,000	3,354,864	466,452	351,437	945,684	485,622	210,862	319,488	127,795	127,795	-	-
Prior Year Unspent Funds	7,707,178	3,013,524	499,010	148,501	1,981,409	804,134	339,744	352,196	146,967	393,820	27,873	-
VIC Revenue (net of CGS)	32,000	-	32,000	-	-	-	-	-	-	-	-	-
Membership Dues & Activities	25,600	-	-	-	-	-	-	-	-	-	25,600	-
TOT Funds	150,000							150,000				
Interest	105,000							105,000				
TOTAL REVENUE	14,409,778	6,368,388	997,462	499,938	2,927,093	1,289,756	550,606	926,684	274,762	521,615	53,473	-
Salaries & Wages	2,262,600	445,064	342,096	135,898	72,317	255,996	94,242	-	-	-	-	916,987
Rent & Utilities	202,800	38,694	95,175	13,578	2,691	6,279	4,485	-	-	-	-	41,898
Phone/Internet	21,000	5,985	1,752	1,898	438	1,022	730	-	-	-	-	9,175
Supplies & Mail	36,400	7,774	6,070	2,875	1,810	2,396	1,651	-	-	-	-	13,822
Maintenance, Support, Repairs, Etc.	69,000	2,277	667	722	167	389	278	-	-	-	-	64,501
Depreciation	15,000		10,000									5,000
Insurance	16,000	-	-	-	-	-	-	-	-	-	-	16,000
Taxes, Licenses, Fees	135,200	800	320	320	320	320	320	-	127,795	-	-	5,005
Dues, Subscriptions, etc	22,200	1,597	213	213	213	213	213	-	-	-	-	19,538
Board Functions	25,560	-	-	-	-	-	-	-	-	-	-	25,560
Staff expenses	34,000	3,408	1,704	2,130	1,810	1,278	1,278	-	-	-	-	22,392
Professional Fees	65,000	-	-	-	-	-	-	-	-	-	-	65,000
Leadership Development	6,000	-	1,000	-	-	-	-	-	-	-	-	5,000
Staff Recognition/Education	8,000	-	2,000	-	-	-	-	-	-	-	-	6,000
Kings Beach VIC Rent & Utilities & maintenance	60,000		60,000									
VIC signage	30,000	30,000										
Housing Hub	150,000					150,000						
NTBA/TCDA Funding	600,000	30,000		120,000	420,000	30,000						
Events	615,000	315,000	-	-	250,000	-	50,000	-	-	-	-	-
Co-Op Contributions	1,580,000	1,580,000	-	-	-	-	-	-	-	-	-	-
Non-Co-Op marketing:	-	-	-	-	-	-	-	-	-	-	-	-
Content / Web / photo/video	137,460	137,460	-	-	-	-	-	-	-	-	-	-
Media Spend TOT-TBID Dollars At Work / NTCA / Chamber	180,000	180,000	-	-	-	-	-	-	-	-	-	-
Printing/Production & translation /graphic design	63,500	63,500	-	-	-	-	-	-	-	-	-	-
Conferences	7,200	7,200	-	-	-	-	-	-	-	-	-	-
Signage	72,000	72,000	-	-	-	-	-	-	-	-	-	-
Sponsorships / Ambassadors	205,000	205,000	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Business Community Support Marketing	100,000	100,000	-	-	-	-	-	-	-	-	-	-
Business Community Support Events & Activities:	-	-	-	-	-	-	-	-	-	-	-	-
Membership Luncheon,Community Celebration, Membership Activities,Mixers, CEO Lunch, Breakfast Club	150,000	150,000	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Business Advocacy & Support, Economic/Workfor	250,000	150,000	-	-	-	100,000	-	-	-	-	-	-
Development New Business Recruitment	-	-	-	-	-	-	-	-	-	-	-	-
Educational Workshops, Roadmap work	-	-	-	-	-	-	-	-	-	-	-	-
Total Grants and sponsorship 24/25	3,490,288	250,000	150,000	183,620	1,514,752	630,504	354,806	221,606	-	185,000	-	-
TOTAL EXPENDITURES BEFORE ALLOCATION	10,609,208	3,775,760	670,997	461,254	2,264,518	1,178,396	508,002	221,606	127,795	185,000	-	1,215,879
Admin Overhead Allocation	-	316,656	56,273	38,683	189,915	98,827	42,604	472,920	-	-	-	(1,215,879)
TOTAL EXPENDITURES	10,609,208	4,092,417	727,270	499,938	2,454,433	1,277,223	550,606	694,526	127,795	185,000	-	-
NET RESULTS	3,800,570	2,275,971	270,192	0	472,660	12,533	0	232,158	146,967	336,615	53,473	-